

Translation

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To Whom It May Concern:

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BASE Launches Takeaway App, an Enhanced Feature for Sales of Takeaway Food
- Support for a new sales style using online shops -

We inform that BASE, our e-commerce platform, launched a new feature called “Takeaway App” on Thursday, June 25, 2020. Takeaway App enables sales and advance payments of takeaway food in BASE Apps, an enhanced feature of BASE.



1. What is Takeaway App?

Takeaway App is a feature intended for member stores of BASE, our e-commerce platform. Shop owners who operate physical stores can use this feature to sell takeaway food in the same way they sell other products at their online shops.

Takeaway food can be sold on the assumption that it is picked up at a physical store. Customers can place an order and pick up food within the date and time set by a shop and make an advance payment by credit card.

Shop owners can use this feature by installing Takeaway App in BASE Apps, an enhanced feature of BASE (<https://apps.thebase.in>).

2. Background to Launch

Takeaway App was developed to support the sales promotion of shop owners who mainly operate restaurants and other physical stores affected by the COVID-19.

Due to the spread of the COVID-19, the number of new online shops opened in BASE increased rapidly from the end of March to May. In particular, the number of shops in the restaurant category, which were forced to suspend the operation of physical stores due to the declaration of a state of emergency during the COVID-19, increased.

BASE decided to launch a feature which can be applied to orders of takeaway food in order for shop owners in the restaurant category, who have started operating online shops under these circumstances, to more conveniently sell their products by using BASE.

Some shop owners have a problem with their physical stores as their sales have declined to 70% to 50% even after they are reopened and have difficulty in attracting customers. Based on their voices, we will support a new sales style by creating a system that makes it easier to use online shops while operating physical stores.

3. Overview of Takeaway App

Launch date: Thursday, June 25, 2020

URL : <https://apps.thebase.in/detail/105>

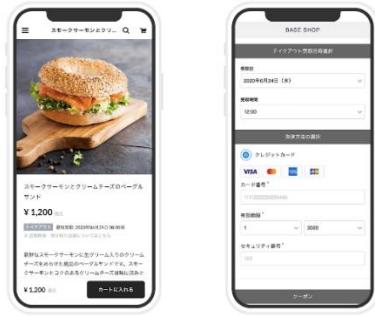
<About Takeaway App>

A special label is displayed on takeaway food so that customers can easily find it. Shop owners can sell takeaway food in the same way they sell other products at their online shops.

1) Reduce time and risk by setting the pickup date and time and advance payment

When the business hours and holidays are set in advance, customers can specify the pickup date and time based on the hours and holidays.

For selling takeaway food, there was a risk that shop owners would not be able to collect cancellation fees due to unavailability of advance payment, or they had to check food and the pickup time on the phone or social networking services. However, Takeaway App will allow customers to choose takeaway food and to specify pickup time before placing an order and making a payment, which will reduce the burden and risk of shop owners.



2) Real-time screen notification for new orders

When a new order is placed, it is displayed clearly on the order list screen of Takeout App. An automatic e-mail sent to the shop after an order and a push notification of BASE Creator, an application for member stores, also indicate that an order for takeaway food is placed. So shop owners can decide instantly whether or not the order should be immediately handled.



3) Easy to manage the status of takeaway food

An order for takeaway food from a customer is officially received when the shop owner completes the reception process, and a notification is given to the customer. Once the order has been received, it will be moved to the waiting tab, so it is easy for the shop owner to manage orders before reception and those before pickup.



BASE will continue to promote initiatives to solve the operation stagnation of member stores of BASE.

The end.